
State: District of Columbia **Filing Company:** Transamerica Life Insurance Company
TOI/Sub-TOI: MS09 Medicare Supplement - Other 2010/MS09.000 Medicare Supplement Other 2010
Product Name: Medicare Supplement Advertising
Project Name/Number: AICPA Lift Letter (Parents) STD/133849

Filing at a Glance

Company: Transamerica Life Insurance Company
Product Name: Medicare Supplement Advertising
State: District of Columbia
TOI: MS09 Medicare Supplement - Other 2010
Sub-TOI: MS09.000 Medicare Supplement Other 2010
Filing Type: Form
Date Submitted: 11/12/2019
SERFF Tr Num: AESP-132146879
SERFF Status: Submitted to State
State Tr Num:
State Status:
Co Tr Num: 133849

Implementation: On Approval
Date Requested:
Author(s): Donyell Cawthorne, Gail Sullivan, Laura Dorsett
Reviewer(s):
Disposition Date:
Disposition Status:
Implementation Date:

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General Information

Project Name: AICPA Lift Letter (Parents) STD
Project Number: 133849
Requested Filing Mode: Review & Approval
Explanation for Combination/Other:
Submission Type: New Submission
Group Market Type: Association
Filing Status Changed: 11/12/2019
State Status Changed:
Created By: Laura Dorsett
Corresponding Filing Tracking Number:

Status of Filing in Domicile: Authorized
Date Approved in Domicile:
Domicile Status Comments:
Market Type: Group
Group Market Size: Small and Large
Overall Rate Impact:

Deemer Date:
Submitted By: Laura Dorsett

Filing Description:

TRANSAMERICA LIFE INSURANCE COMPANY
Form: 133849 - AICPA Lift Letter

Please find included the above referenced form for your review and approval. This is a new form and is not intended to replace any forms previously approved by your department. Transamerica Life Insurance Company is filing this material concurrently in its state of domicile, Iowa. The effective date of this material will be upon approval by your department.

This letter is intended to invite clients and perspective clients to inquire about the Transamerica Life Insurance Company Medicare Supplement Group Insurance. MS8000GPT-A.DC et al, was approved by your department 9/21/2009 under SERFF AEGX-126288891.

The letter will be distributed via US Postal Service.

We would appreciate your favorable review and subsequent approval of this material.

Company and Contact

Filing Contact Information

Laura Dorsett, Laura.Dorsett@transamerica.com
2700 West Plano Pkwy. 972-881-6465 [Phone]
Plano, TX 75075

Filing Company Information

Transamerica Life Insurance Company	CoCode: 86231	State of Domicile: Iowa
4333 Edgewood Road N.E.	Group Code: 468	Company Type: Insurance
Admin Address: 570 Carillon Parkway	Group Name: TLI	State ID Number:
St. Petersburg, FL 33716-1202	FEIN Number: 39-0989781	
Cedar Rapids, IA 52499		
(727) 299-1800 ext. 2363[Phone]		

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Filing Fees

Fee Required? No

Retaliatory? No

Fee Explanation:

State:	District of Columbia	Filing Company:	Transamerica Life Insurance Company
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Form Schedule

Lead Form Number: 133849

Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1		Letter	133849	ADV	Initial			133849-FINAL.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NAP	Network Access Plan
NOC	Notice of Coverage	OTH	Other
OUT	Outline of Coverage	PJK	Policy Jacket
POL	Policy/Contract/Fraternal Certificate	POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider
PRC	Provider Contract/Provider Addendum/Provider Leading Agreement	PRD	Provider Directory



Sample A. Sample
100 Main Dr
City, AL 99999-6761

CALL US TODAY!

With a Medicare Supplement Insurance Plan...

You could pay **\$0**
for Hospital Stays*

**LIFETIME
Coverage**

As long as your
premiums are paid.

Dear [AICPA]³ Member:

Your membership in the [AICPA]³ means that you can take advantage of group insurance to help protect you and your family. Now you have an opportunity to extend coverage to your eligible parents** for Medicare Supplement.

It is no secret that Medicare was never designed to cover all health care costs. With just Medicare Parts A & B, your parents could be paying thousands of dollars in expenses out of their own pocket. No wonder so many Medicare beneficiaries purchase Medicare Supplement Insurance to help cover these costs.

The [AICPA]³ recommends this Medicare Supplement Group Insurance. Even if your parents already have a Medicare Supplement Insurance plan, you may still want to consider this offer to apply for the [AICPA]³ Endorsed Plans underwritten by Transamerica Life Insurance Company, Cedar Rapids, IA. Transamerica Life Insurance Company is rated ["A"]⁴ by the A.M. Best Company [(as of September 12, 2019)]⁴, one of the nation's leading independent rating service on the financial strength of insurance companies. An [A]⁴ rating is the [third highest of 16]⁴ ratings.

Sincerely,



Jere Shawver
Chair, AICPA Professional and Personal Liability Insurance Programs Committee
American Institute of CPAs

P. S. There is no time like the present! For more information on these [AICPA]³ Endorsed Medicare Supplement Insurance Plans please call us and speak to a licensed insurance agent/producer today! Please call toll-free[1-800-247-1771]⁷, between [8:00 a.m. and 6:00 p.m.]⁸, [Monday through Friday, Eastern Time]⁹.

Not connected with or endorsed by the U.S. Government or Federal Medicare Program. Plans available under age 65 in some states. This is a solicitation of insurance. Your response may connect you with a licensed agent/producer.

Ratings refer to the financial status of the company and are not a recommendation of specific policy provisions, rates or practices of the insurance company. Please see policy for a list of benefits, exclusions, limitations, and reductions. OUTLINE OF COVERAGE AVAILABLE UPON REQUEST. Policy Form number MS8000GPT.

**Depending on the plan you choose.*

******This includes the parents of a member or the parents of a member's spouse.

GA and KS Residents: this includes the parents, parents-in-law, stepparents, stepparents-in-law, grandparents, and grandparents-in-law or any member or member's spouse who is covered under Parts A and B of Medicare.

Parental coverage benefit available in all states except FL and MN. (Determined by parent's state of residence).

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Supporting Document Schedules

Satisfied - Item:	Explnation of Variabiity
Comments:	
Attachment(s):	EOV AICPA Lift Letter Parents_STD.pdf
Item Status:	
Status Date:	

Group Medicare Supplement Life Letter 2020 MS8000GPT
Transamerica Life Insurance Company

Superscript #	Explanation of Variability
1	Logo may change if group changes
2	Customized for recipients , name, address, city and state
3	Group name may change
4	The rating, as of date for rating and scope of rating may change as determined by AM Best Company.
5	Signature Block – May be replaced if individual changes. Signer will be licensed
6	Signature Block Name - May be replaced if individual changes. Signer will be licensed. Signature Block Title - May be replaced if title changes.
7	Phone number may change based on business need
8	Hours of operation may change and will be updated accordingly
9	Days of operation may change and will be updated accordingly
10	11/19 will be updated each year, as long as no changes are made, to let user know the material is current.

EOV_133849